

SALES & MARKETING

SALES RESULTS

Have you ever wondered how your facility's sales efforts stack up compared to others in your industry? Well, now you can find out!

The respondents reported that, on average, they receive 21 new enquiries every week, and from these they conduct around 17 tours. This is an 81% conversion rate of enquiry-to-tour.

From the 17 weekly tours, on average, they close 14 sales. This is a conversion rate from tour-to-sale of 82%.

From enquiry-to-sale the conversion rate is 67%.

SALES ACTIVITY	NUMBER PER WEEK	CONVERSION RATE
New enquiries	21	New enquiry-to-tour = 81%
Tours	17	Tour-to- sale = 82%
Sales	14	New enquiry-to-sale = 67%

ADVERTISING SPEND

Have you ever wondered how much your competitors spend on advertising? Do you know if you're spending too much or not enough? Obviously, there will be different points in the life of your club when you will need to spend varying amounts on advertising. Keep in mind, the spend figures here are all averages, but the information can still provide a useful benchmark for future activities.

Survey respondents reported that on average, every year, they spent \$17,543.40 on advertising. Advertising, for most businesses, is about generating sales, right? Interestingly, the average cost per lead was reported by clubs, as being \$18. Seventy seven per cent (77%) of responses indicated their average cost per sale is \$100 or less, while 50% of total respondents reported having a cost per sale of \$50 or less.

If you have just calculated $\$18 \times 21 \times 52$ (which is the average cost per lead multiplied by the average number of new enquiries generated per week, multiplied by the number of weeks in a year), you will find that, in fact, there is a total cost of \$19,656, which is slightly higher than the \$17,543.40 advertising spend that was mentioned earlier. This can be explained in the averaging of the data. It may also be explained by the fact that some respondents may have included other cost items in addition to advertising, like salaries into the cost per lead.